

**Subject:** Re: Request Feedback and Preferences on Mission, Vision and Goals

**From:** Jonathan Williams

**Date:** 04/07/2016 08:07 AM

**To:** Lorena Parker

- A. \_\_\_\_3\_\_ Place emphasis on economic development
- B. \_\_\_\_2\_\_ To create marketing programs that create sustainability
- G. \_\_\_\_1\_\_ Establish a branding strategy that unifies District (downtown and waterfront) and encourages people movement

On Wed, Apr 6, 2016 at 2:58 PM, Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)> wrote:

Good afternoon,

Per our discussion at our board meeting this morning, please give me your feedback regarding our mission, vision and goals by next week.

I've included additional instructions on the attachment.

Thank you for your feedback.

Best regards,

Lorena Parker  
*Executive Director*  
*San Pedro Property Owners' Alliance*  
**San Pedro Historic Waterfront**  
**Business Improvement District**  
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Kind Regards,

Jonathan Williams  
President & CEO

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